

# The Mediating Role Of Purchase Intention On The Influence Of Celebrity Endorsers And Social Media Marketing On Purchasing Decisions At Fore Coffee In Medan City

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## ABSTRACT

This study discusses the decision to buy Fore Coffee Medan products, with a focus on celebrity endorsers, and social media marketing, which is mediated by purchase intention. The method used in this research is descriptive with a quantitative approach. The population in this study were all Fore Coffee Medan consumers, while the sampling method used the Slovin formula, so that a sample of 150 people was obtained. The data collection method used a questionnaire. The data analysis technique uses a Path Analysis Statistical Model, namely the Partial Least Square-Structural Equation Model (PLS-SEM) using the SmarPLS4 application. The results of the study found that the purchase request variable does not mediate the effect of celebrity endorsers and social media marketing on purchasing decisions at Fore Coffee Medan, this can be seen from the results of the inner model path analysis, namely the t-statistic value of buying interest on purchasing decisions of  $1.870 < 1.96$  and a p-values value of  $0.063 > 0.05$ , meaning that the hypothesis is rejected and it can be stated that buying interest cannot mediate the influence of celebrity endorsers and social media marketing on purchasing decisions at Fore Coffee Medan.

**Keywords:** Celebrity endorser, social media marketing, purchase intention, purchase decision, mediation.

## INTRODUCTION

The coffee business has excellent profit potential and promising prospects, considering that the habit or culture of drinking Coffee will continue to be embedded in people's lives. Every day, it has been proven that there are many coffee lovers, so the coffee business will not be quiet, but what must be considered if you want to do the coffee business is the competition (Devanigiri, 2022). One of the famous coffee businesses is Fore Coffee. The Fore Coffee business concept, originally online, indeed utilizes social media to attract consumers to buy. Therefore, businesses must be able to consider current consumer behavior when they make purchasing decisions (Puspasari et al., 2023). Businesses in the current internet era often use artist endorsers and advertisements on social media, such as Instagram (Christiana & Lubis, 2023).

Celebrity endorsers who have credibility in an advertisement are also sought to gain success in building a business. In this case, Coffee cooperates with the artist Cinta Laura and actor Dion Wiyoko to become celebrity endorsers. Research results from using celebrity endorsers in business (Sujana & Giantari, 2017) show that the better the

celebrity endorser promotes product excellence, the higher the level of purchasing decisions in consumers. Using celebrities as advertisers is believed to influence consumers' desire to buy these products (Sari et al., 2022). The higher the promotion carried out, the higher the purchase interest and customer purchasing decisions. The higher the purchase interest, the higher the purchase decision (Paramita, 2022).

Social media marketing is a process that encourages individuals to promote their products, or services through online social channels and to communicate by utilizing a much larger community that has a greater likelihood of marketing than through traditional advertising channels (Narayana and Rahanatha, 2020), can influence one person's thoughts which will have an impact on the thoughts of others more broadly before making a purchase decision (Narrotama, 2022). Fore Coffee's social media marketing on Instagram and Tiktok. Businesses can now increase customer engagement through social media platforms, such as monitoring how many customers visit the company's web page and like or comment on posts related to the business on the network so that it can influence buying interest (Zulfa and Arifin, 2024).

Fore Coffee consumers' purchasing decisions are due to the buying interest that drives them to make decisions. Consumer buying interest is closely related to purchasing decisions. This can be seen from the efforts given by Fore Coffee through celebrity endorsers and comparable social media marketing, which can cause customers to want to buy. This is relevant to the opinion (Azahra & Hadita, 2023) that purchase interest can also be interpreted as an accurate way to think about purchasing plans within a certain period. This purchase interest influences decisions made by buyers.

Previous research was conducted by (Putri and Sukma, 2023) with the results obtained. Namely, social media marketing and product quality influence purchasing decisions, and mediating buying interest significantly affects purchasing decisions. Other research was conducted by (Christiana & Lubis, 2023) with the results that Social media marketing and celebrity endorsers influence purchasing decisions. Purchase interest does not influence purchasing decisions, thus meaning that purchase interest cannot act as a mediator. Nudin & Nurlinda (2023) also conducted research relevant to this study with the results that Social media marketing and celebrity endorsers positively affect purchase intention. Social media marketing positively affects purchase intention through brand awareness, and celebrity endorsers have a positive effect on purchase intention through brand awareness.

Based on the above background, the research aims to determine the mediating role of purchase intention in the influence of celebrity endorsers and social media marketing on purchasing decisions at Fore Coffee in Medan City.

## **LITERATURE REVIEW CELEBRITY ENDORSER**

A celebrity endorser is an actor, artist, entertainer, or athlete who is known or known to the public for their success in their respective fields to support a product advertised in the media, ranging from print media, social media, and television media (Devanagiri, 2022). Products that are advertised in the media include print, social, and television (Devanagiri, 2022). According to Setiawan and Rabbani (2019), celebrity endorser indicators are (1) credibility, (2) attractiveness, and (3) power.

### **Social Media Marketing**

Social media marketing is a form of direct or indirect marketing used to build awareness, recognition, memory, and action for brands, businesses, products, people, or other entities and is carried out using tools from the social web such as blogging,

microblogging, social networking, social bookmarking, and content sharing (Narottama, 2022). According to Nudin and Nurlinda (2023), social media marketing indicators are: (1) context, (2) communication, (3) collaboration, and (4) connection.

### **Purchase Interest**

Consumer interest in a product or service can be the basis for the emergence of buying interest by a consumer, to foster the desire to buy a product. Purchase interest is the opportunity for a consumer who will plan to make a purchase of a particular product or service in the future (Christiana and Lubis, 2023). According to Paramita et al (2022), indicators of buying interest are: (1) referential interest, (2) transaction interest, (3) preferential interest, and (4) exploratory interest.

### **Purchasing Decision**

Purchasing decisions are a process of interaction between affective, cognitive behavioral attitudes and environmental factors with which humans make barter or transactions to obtain the products or services needed (Anas & Sudarwanto, 2020). According to Paramita et al. (2022), indicators of purchasing decisions are (1) identification of needs, (2) digging up product information, (3) making product purchases, and (4) behavior after buying.

### **Celebrity Endorser Relationship to Purchasing Decisions**

Celebrity endorsers are used to attract public interest and increase awareness of the products being sold. companies decide to use celebrities, public figures, or famous people as communicators about the products they want to promote (Putri, 2024). Marketing strategies that use artist endorsers as advertising stars and market products on various social media to compete with other brands will influence consumer purchasing decisions (Rahmawaty, et al., 2024).

### **Celebrity Endorser Relationship to Purchase Intention**

Celebrity endorsement can attract consumers' buying intentions because celebrities' attractiveness and good image can make them the reason for promoting an item (Devi & Seminari, 2024). The more celebrity endorsers who promote a product, the greater the repurchase interest for that product. Several factors can influence repurchase interest through celebrity endorsers, such as attracting consumer interest so that they want to buy back the items they have purchased (Putri & Basiya, 2024).

### **The Relationship of Social Media Marketing to Purchasing Decisions**

Social media marketing has a direct impact on consumer buying decisions. Social media marketing is a term used to describe a type of marketing that uses social media as a tool to increase business traffic and revenue. Social media marketing strategies include tracking and encouraging interactions with audiences online, of course, have a big impact on consumer purchasing decisions as well (Hidayati 2024).

### **The relationship between Social Media Marketing and Purchase Interest**

Promotion indirectly has a positive and significant effect on buying interest, while buying interest has a positive and significant effect on purchasing decisions. Thus, the promotion carried out will attract customer interest and will indirectly lead to purchasing decisions (Sari, 2019). Social media is an effective marketing tool, given that social media can influence consumer buying interest, interest, and decisions about certain products or services (Pratiwi, 2024).

### **Relationship between Purchase Interest and Purchasing Decisions**

Purchase interest has a positive and significant influence on purchasing decisions. Based on the results of this study, both have a fairly strong and positive relationship between buying interest and purchasing decisions (Paramita, 2022). Purchase interest has an important role in

forming a consumer's purchasing decision; people must have an interest when they decide to buy something, which will encourage their interest in making subsequent purchases (Zahra, 2024).

## **METODE**

This research was conducted at Force Coffee in Medan city. The research method used in the research is quantitative method. The research objective is to determine the integration between variables and the influence of the independent variable and the dependent variable. This research uses a descriptive approach, meaning that this research describes, describes, describes, or describes the data. This nature refers to how to organize data, present and analyze data (Sugiyono, 2017).

The population in this study were all consumers of Force Coffee Medan whose numbers were unknown. The research sample was determined. Sampling was carried out on Fore Coffee consumers in Medan city. Determination of sampling techniques is done by purposive sampling. This technique performs sampling with certain criteria (Sahir, 2022). The sample criteria in this study are consumers who have bought Fore Coffee in the last 6 months and live in Medan City.

According to Hair et al. (2022), the sample size should be 5-10 of the number of indicators in a study. In this study, the number of indicators was 15 indicators, so the minimum number of samples in this study was 150 respondents.

Data collection techniques are ways that are done by interview (interview), questionnaire (questionnaire), observation (observation) and a combination of the three (Sugiono, 2017). The data collection technique in this study was to use a questionnaire. The questionnaire is compiled based on indicators on each variable.

According to (Sugiyono, 2020), the data analysis method deals with calculations to answer the formulation of problems and testing of hypotheses proposed. The data collected from the questionnaire will be analyzed using Partial Least Square (PLS). The PLS model is a Structural Equation Modeling (SEM) equation model with a variance-based or component-based structural equation modeling approach. This research is used to determine how the influence of the independent variable and the dependent variable. This research is classified as comparative causal research (Hair J. F, 2021). As an analytical test tool, PLS uses two modeling evaluations, namely the measurement model (outer model) to test validity and reliability and the structural model (inner model) to test hypotheses with prediction models (Ghozali 2019).

Outer model (measurement model) is how each variable in the form of an indicator relates to its latent variable. The outer model is used to assess the validity test and reliability test. Outer model analysis is carried out to ensure that the measurement used is suitable for measurement (valid and reliable).

### **Validity Test**

The validity test is used to measure whether a questionnaire is valid or not. A questionnaire is said to be valid if the questions on the questionnaire are able to reveal something that will be measured by what you want to study (Ghozali and Latan 2017) There are several stages of testing that will be carried out, namely through convergent validity and discriminant validity tests.

#### **1) Convergent Validity**

Convergent Validity explains the magnitude of the correlation between each measurement (indicator) and its components. Convergent validity can be fulfilled

and said to be high if it correlates  $> 0.7$  with the loading value for each item also having a value of more than 0.5 to 0.6 is sufficient (Ghozali & Latan 2017).

## 2) Discriminant Validity

Discriminant validity testing is used to determine the difference in value of each variable. If the root AVE value of each construct is greater than the correlation value between other constructs in the model, it is said to have good discriminant validity value.

### **Reliability Test**

Reliability test is a tool for measuring a questionnaire which is an indicator of a variable or construct. AVE is the average percentage of variance extracted (AVE) values between question items or indicators of a variable generated using the program. For good requirements, the AVE value must be greater than 0.5 (Ghozali 2019).

The structural model or inner model aims to see the correlation or relationship between latent variables in the study through the t test. Inner model evaluation can be seen from several indicators which include the coefficient of determination ( $R^2$ ), Predictive Relevance ( $Q^2$ ) and Goodness of Fit Model (GoF) (Hussein 2015).

#### a. Coefficient of Determination / R-Square ( $R^2$ )

Changes in the R-Square value are used to determine the substantive effect between the measurement of exogenous variables on endogenous variables R-Square is basically 0.75, 0.50 and 0.25 which are interpreted as substantial, moderate and weak.

#### b. Goodness of Fit

Model The calculation of goodness of fit can be used to determine the amount of contribution made by exogenous variables to endogenous variables. The GoF value in PLS analysis can be calculated using Q-Square predictive relevance ( $Q^2$ ). Q-Square is used to measure the value of observations generated by the model and its parameter estimates.

Hypothesis testing is a technique in research that is used to test the truth according to the statement that has been stated by the researcher as a result of which conclusions can be drawn that the statement is accepted or rejected. The hypothesis tests in this study are as follows.

### **T-Statistic Test**

The T test aims to test the independent variables affect the dependent variable respectively. The T-Statistic is used to test the significance of the hypothesized path, the tool used is the T-Statistic. If the study uses an alpha degree of 5%, the critical value set for the T-Statistic is 1.96. The provisions for this test are if the T-Statistic value  $> T$ -Table (1.96) or the P-value  $< 0.05$ , the hypothesis is declared significant or the hypothesis is accepted.

### **Indirect Effect Test (Indirect Effect)**

In this study, the independent variable and the dependent variable are connected through intermediate variables. According to (Hair J. F, 2021) to determine the magnitude of the indirect effect or mediating effect on other variables, a Variance Accounted For (VAF) measurement method is used.

The following is the VAF formula:

$$\text{VAF} = \frac{\text{indirect effect}}{\text{indirect effect} + \text{direct effect}}$$

If the VAF value > 80% then the mediation is said to be full. If 20% < VAF < 80% then mediation is said to be partial or partial mediation, and if VAF < 20% then there is no mediation (Hair, et.al., 2017).

## RESULTS AND DISCUSSION RESEARCH

### Results

#### Validity Test

At this stage, convergent validity and discriminant validity are performed. There are two stages to show the validity of the convergent test. First, the outer loading factor > 0.7. Second, see the Average Extracted Variance (AVE) value. Figure 3.1 below presents a path diagram of the relationship between mediating, independent, and dependent variables.

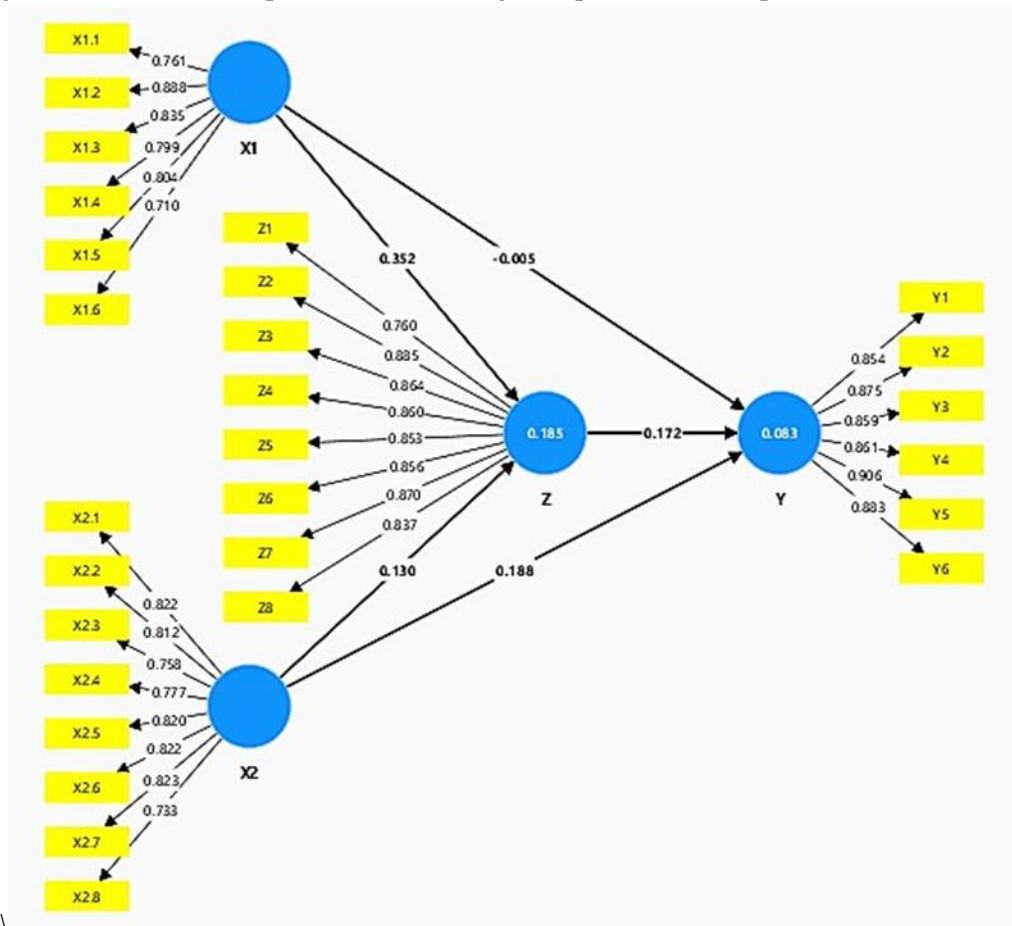


Figure 1. Model and Outer Loading Value

Figure 3.1 can be seen that all outer loading factor values are  $> 0.7$ , meaning that the data is eligible for further testing. So all items used to test the variables in this study are valid and can be used.

### **Reliability Test**

At this stage the test is carried out on the basis of the Cronbach's alpha value where the data is said to be reliable if the Cronbach's alpha value  $> 0.07$  and the AVE value  $> 0.05$ . The results of the analysis will be presented in the table below:

**Table 1. Reliability Test Results**

	<b>Cronbach's Alpha</b>	<b>Composite Reliability (rho_a)</b>	<b>Composite Reliability (rho_c)</b>	<b>Average Variance Extracted (AVE)</b>
<b>X1</b>	0.899	0.939	0.921	0.662
<b>X2</b>	0.931	0.970	0.937	0.652
<b>Y</b>	0.947	0.961	0.957	0.759
<b>Z</b>	0.944	0.949	0.954	0.720

*Data source: SmartPLS4 2024 data*

Table 3.1 above shows the reliability value of each variable, it can be seen that the Cronbach's alpha value is  $> 0.7$ , and then the AVE value  $> 0.5$ . This indicates that all items on each variable are declared reliable.

### **Model Struktural (Inner Model)**

#### **Koefisien Determinasi (R-Square)**

At this stage, the R-squer test is carried out which is useful for knowing the relationship between variables and the amount of influence. The criteria for R2, namely:

- 0,75 strong
- 0,50 moderate
- 0,25 weak

The test results will be presented in the table below:

**Tabel 2. R-Squer**

	<b>R-square</b>	<b>R-square adjusted</b>
<b>Y</b>	0,078	0,060
<b>Z</b>	0,109	0,097

*Data source: SmartPLS4 2024 data*

In table 3.2, it can be seen that the R-Square Y (purchase decision) value is 0.078, meaning that the effect of celebrity endorsers and social media marketing on purchasing decisions is 7.8% in the low category. For the R-square value Z (Purchase interest) of 0.109, meaning that the effect of celebrity endorsers and social media marketing on purchase interest is 10.9% and can be interpreted as a low influence.

### **Goodness of Fit**

At this stage of testing, it aims to determine the amount of contribution made by exogenous variables to endogenous variables. The provisions of this test are:

- 0.00-0,24 small category
- 0,25-0,37 medium category
- 0,38-1,00 large category

Determine the Goodnes of Fit (GoF) value using the formula below:

$$GoF = \sqrt{AVE_x R^2}$$

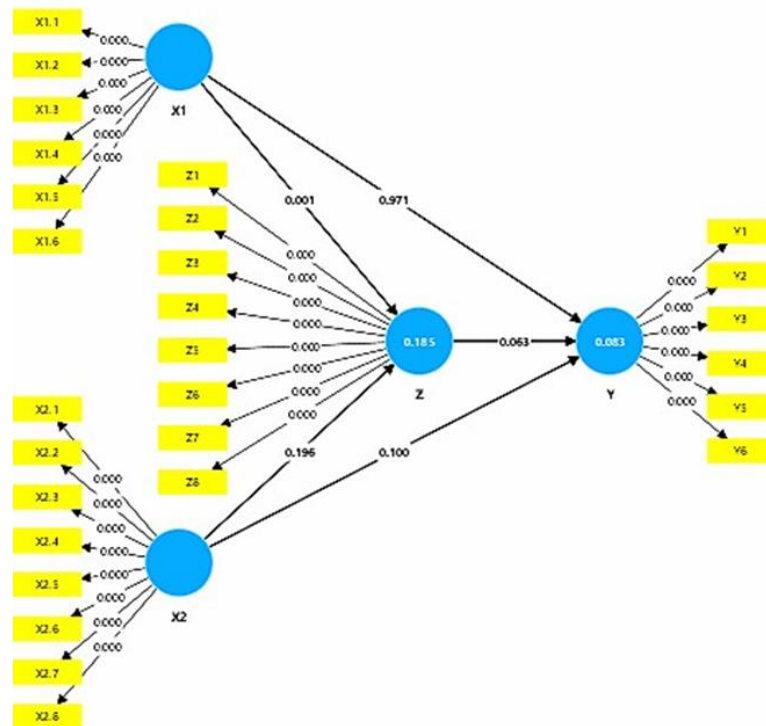
$$= \sqrt{0,698 \times 0,444}$$

$$= 0,56$$

Based on the analysis results which can be seen in tables 3.1 and 3.2, it can be found that the GoF value is 0.56 and it can be concluded that the contribution of exogenous variables to endogenous variables is in the large category.

### Hypothesis Test

Hypothesis testing is carried out based on the structural model and will be presented in Figure 3.2.



**Figure 2. Structural Model Path (Inner Model)**

The provisions in this test are if the T-Statistic value > T-Table (1.96) or the P-value < 0.05, the hypothesis is declared significant or the hypothesis is accepted. Below will be presented the results in detail.

**Table 3. PLS-SEM Bootstrapping Results**

	Original sample	Sample mean	Standard deviation	T statistics	P values
X1 -> Y	0,236	0,222	0,128	3,360	
X1 -> Z	0,352	0,356	0,101	3,492	
X2 -> Y	0,188	0,202	0,114	1,653	0,100
X2 -> Z	0,130	0,133	0,100	1,299	
Z -> Y	0,172	0,168	0,029	1,870	0,063

Data source: SmartPLS4 2024 data



Based on the data processing in Table 3.3, it can be interpreted according to the provisions of t statistics:

1. The t-statistic value of X1 (celebrity endorser) on Y (purchasing decision) is  $3.360 > 1.96$  and the p-values value is  $0.009 < 0.05$ . This means that the hypothesis is accepted, and it can be stated that celebrity endorsers positively and significantly affect purchasing decisions.
2. The t-statistic value of X1 (celebrity endorser) on Z (purchase intention) is  $3.492 > 1.96$ , and the value of the p-value is  $0.001 < 0.05$ . This means that the hypothesis is accepted, and it can be stated that celebrity endorsers positively and significantly affect purchase intention.
3. The t-statistic value of X2 (social media marketing) on Y (purchasing decisions) is  $1.653 < 1.96$ , and the p-values value is  $0.100 > 0.05$ . This means that the hypothesis is rejected, and it can be stated that social media marketing has no significant effect on purchasing decisions.
4. The t-statistic value of X2 (social media marketing) on Z (purchase intention) is  $1.299 < 1.96$  and the p-values value is  $0.196 > 0.05$ . This means that the hypothesis is rejected, and it can be stated that social media marketing has no significant effect on buying interest.
5. The t-statistic value of Z (purchase intention) on Y (purchase decision) is  $1.870 < 1.96$ , and the p-values value is  $0.063 > 0.05$ . This means that the hypothesis is rejected, and it can be stated that buying interest has no significant effect on purchasing decisions. So, buying interest cannot mediate the influence of celebrity endorsers and social media marketing on purchasing decisions.

## **DISCUSSION**

### **The influence of celebrity endorsers on purchasing decisions**

Based on the study's results, it was found that celebrity endorsers have a positive and significant effect on purchasing decisions. This is relevant to the opinion (Rahmawaty et al., 2024) that a marketing strategy that uses artist endorsers as advertising stars and markets products on various social media to compete with other brands will influence consumer purchasing decisions. Likewise, Fore Coffee uses celebrity endorsers to increase the sales of its products. The influence of the celebrity endorser variable is related to the popularity of the artists who endorse Fore Coffee products, namely Cinta Laura and Dion Wiyoko. These two artists also have a beautiful appearance and an image of integrity. Their knowledge of Fore Coffee is extensive.

The results of this study are relevant to previous research conducted by Fatmawati and Prabowo (2024), which stated that celebrity endorsers do not significantly favor purchasing decisions. Christiana and Lubis (2023) also stated the same in another study. The population and the object of research influence the difference in the results of this study.

### **The Effect of Celebrity Endorsers on Buying Interest**

The results showed that celebrity endorsers have a positive and significant effect on purchase intention at Fore Coffee Medan. This is relevant to the opinion (Putri & Basiya, 2024) that the more celebrity endorsers who promote a product, the greater the repurchase interest for that product. There are several factors that can influence repurchase interest through celebrity endorsers, such as attracting consumer interest so that they want to buy back the items they have purchased. Fore Coffee Medan uses artists who are quite popular to attract consumer buying interest.

Research relevant to this research is (Mubarrah, 2024) which states the same results that celebrity endorsers have a positive and significant effect on buying interest. The same research was also conducted by (Mersa, Tjetje, & Sari, 2023) who found the same results that celebrity endorsers have a positive and significant effect on buying interest.

#### **The Effect of Social Media Marketing on Purchasing Decisions**

The results showed that social media marketing did not significantly affect consumer purchasing decisions at Fore Coffee Medan. The results of this study are inversely proportional to the theory that if the social media marketing strategy includes tracking and encouraging interactions with audiences online, of course, it has a significant impact on consumer purchasing decisions as well (Hidayati, 2024). This difference can be caused by Fore Cofee media's lack of interaction with potential customers and inability to run smoothly. Based on Fore Coffee Medan's social media, information on Fore Coffee Medan's social media is less updated.

Previous research conducted by Ningsih & Hurnis (2024) with the analysis results showed that social media marketing significantly strengthens its influence on purchasing decisions. The results are inversely proportional to the research results found in this study. The object and the research sample can influence this difference, which certainly dramatically influences the results of this study.

#### **The Effect of Social Media Marketing on Purchase Intention**

The results showed that social media marketing did not affect buying interest in Fore Coffee Medan. This contradicts the opinion (Pratiwi, 2024) that social media is one of the practical marketing tools given that social media can influence consumer buying interests and decisions about specific products or services. It is estimated that the cause of this difference is that Fore Coffee Medan is still not updated on the latest information, which certainly affects the buying interest of potential consumers.

Previous research (Damayanti et al., 2024) states that social media marketing positively and significantly affects buying interest. Another relevant researcher is research (Fauzy, 2024), which states that social media marketing positively and significantly affects buying interest. This difference is due to different populations and research samples.

#### **The Effect of Purchase Interest on Purchasing Decisions**

The results showed no effect of buying interest on purchasing decisions at Fore Coffee Medan. This is inversely proportional to the opinion (Zahra, 2024) that purchase interest has an important role in forming a consumer's purchasing decision; people must have an interest when they decide to buy something, which will encourage their interest in making the next purchase. Previous research conducted by (Maharani, Wimba, and Wulandari, 2024) with results that are inversely proportional to the results of this study. The results state that buying interest positively and significantly affects purchasing decisions. This difference is based on different populations and research objects, so different results are found..

## **CONCLUSION**

Based on the results, the celebrity endorser variable positively and significantly affects Fore Coffee in Medan City's purchasing decisions. The celebrity endorser variable positively and significantly affects purchase intention at Fore Coffee in Medan City. Social media marketing variables have no significant effect on purchasing decisions at Fore Coffee in Medan City. Social media marketing variables do not significantly affect the buying interest

in Fore Coffee in Medan. The purchase interest variable has no significant effect on Fore Coffee in Medan city purchasing decisions.

## SUGGESTIONS

Based on the conclusions that have been described, the following suggestions are expected to Fore Coffee and other researchers.

1. Suggestions for Fore Coffe, to maintain and increase celebrity endorsers because they are able to influence consumer purchasing decisions. The social media marketing variable is still maximized even though there is no significant influence on consumer purchasing decisions.
2. It is recommended for future researchers to examine other independent variables outside of this study, because the influence of variables outside of this study is greater than the research that has been done in influencing purchasing decisions. In addition, future researchers should conduct additional research on this study to explore additional variables in addition to the variables that have been studied.

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